



SQUADUP
M E D I A

Free Guide to Boost Sales Online!

WHERE DO WE BEGIN?



PAID SEARCH MARKETING OR NOT?

Your Ads are
displayed beside
related
search results

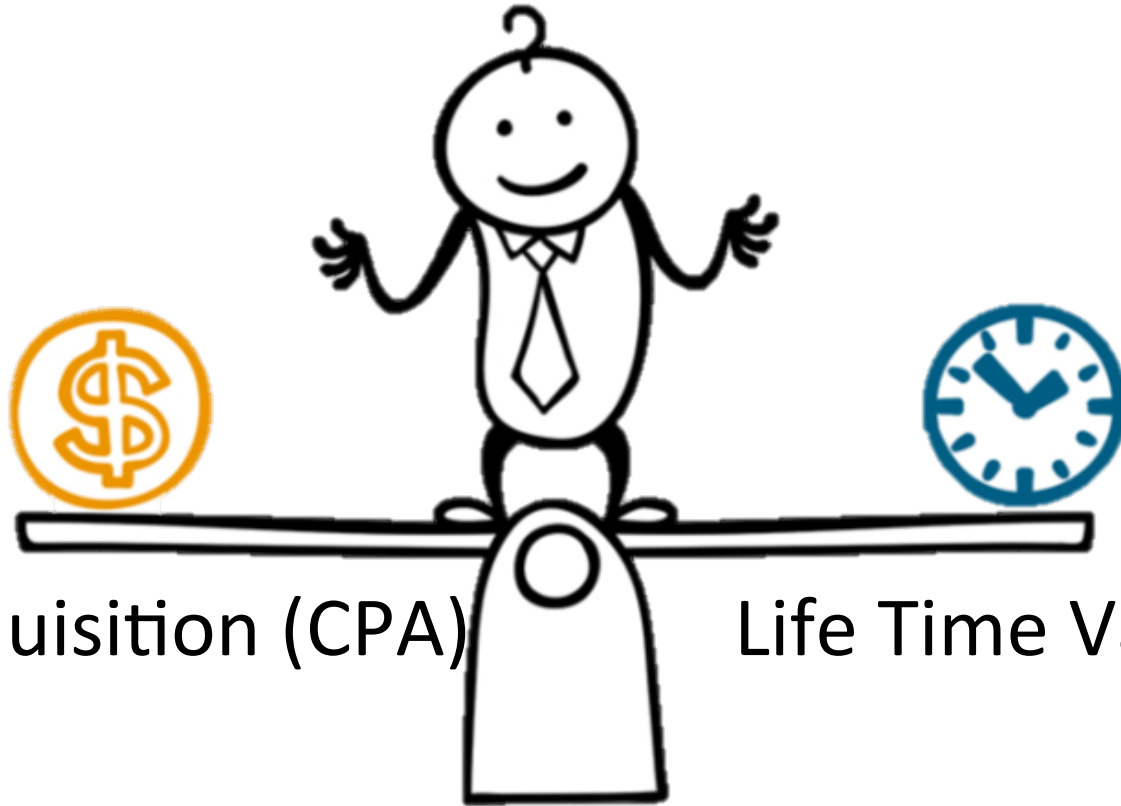


People Click on your
ads.....



....And connect to your business

TWO CRITICAL NUMBERS



Cost Per Acquisition (CPA)

Life Time Value (LTV)

Cost per acquisition VS Lifetime Value

- ◆ Before you start your online marketing campaign it is important to consider your estimated return when compared to your marketing budget.
- ◆ A sure way of getting traffic is buying keywords on google adwords but this approach is only effective with a large budget.
- ◆ Consider the price of your products/services compared to the cost of marketing online.
- ◆ Considering the revenue that a converted lead will bring over time (LTV) is a great factor in determining which approach will work for your online marketing campaign.

How do People Buy ?

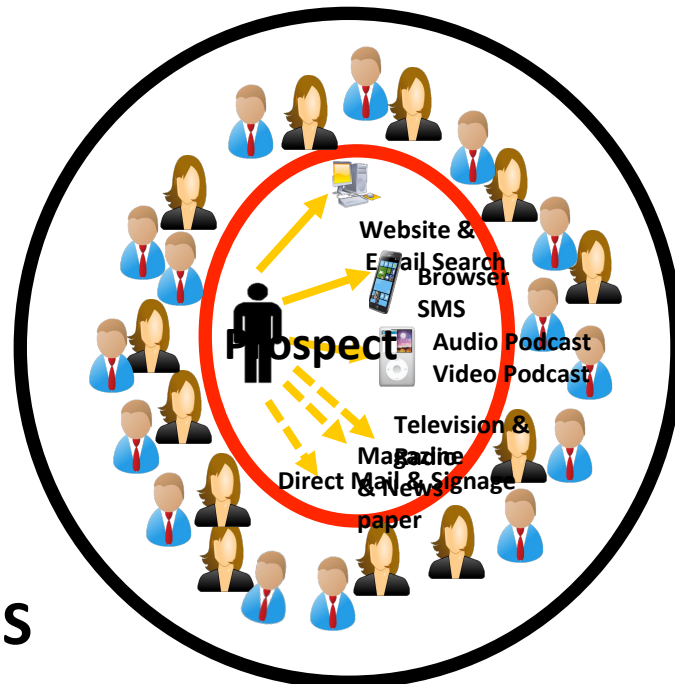


Sphere Of Influence

HELP PEOPLE FIND YOU



FRIENDS



Family

Co - workers

WHERE DOES YOUR TARGET DEMOGRAPHIC HANG OUT ONLINE?

- 80% of business owner say when its time to choose products or services that they will rather find you.
- Go to where your target demographic hangs out and set up shop.
- Use Online Forms to Prequalify clients before they contact you.

How Can you Boost your Online Sales?

A LEAD CAPTURE SYSTEM



CONVERSION OPTIMIZATION

“Virtually all websites have persuasive purpose. To change what people think and cause action, you need to first clarify your target outcomes and then make sure that everything leads to those outcomes”

- Understand Visitor Behavior
- Make the right SEO decision
- Choose the right keyword
- Where are they in their buying cycle
- ROI reporting (Goals & E commerce)

Benefits of a Lead Capture System

Free advertising, automatically opens your business to millions of different customers

Self service provides an area for customers to find information on their own

Easily market your business website to similar businesses or use online marketing

Very little overhead cost after setting up your website

Easily promote customer loyalty through email lists and newsletters.

Many different ways to cut costs – Telephone bills, employee wages, advertisement prices

Mange Your Lead funnel

Your Traffic Conversion and Nurturing Units



Traffic



Conversion



Nurturing



Qualified
Leads

Key Results

70% More
Traffic

Increase inquiry
Volume

Reduced
average cost
per inquiry

Generate leads of equal or better
quality

Customer
Satisfaction will
go up

MORE BUSINESS!

SCHEDULE A FREE CONSULTATION

**WE HOPE YOU ENJOYED THIS FREE GUIDE
COURTESY OF SQUAD UP MEDIA**

**IF YOU ARE INTERESTED IN CREATING A LEAD CAPTURE SYSTEM
TAILORED TO YOUR BUSINESS NEEDS GIVE US A CALL TODAY**



(215)821-8852

Click [here](#) to schedule a free consultation